



UNIVERSITI TEKNOLOGI MARA

FFM231: EVENT MANAGEMENT

Course Name (English)	EVENT MANAGEMENT APPROVED
Course Code	FFM231
MQF Credit	2
Course Description	This course introduces the principles and procedures involved in managing an event. It gives emphasis to the importance of management and promotion of events in an efficient and professional manner. The students will be taught the principles of planning, designing, communicating and implementing an event. This course is also devised to impart students with the skills and techniques on how to carry out promotional event as well as planning and executing marketing strategies. Students will plan activities such as sports, community relations, fund raising, cultural exhibit events or new product/service introduction as one of the requirements of the course. Upon completion of this course, students will be able to construct proposal, design and organize events professionally and efficiently.
Transferable Skills	Effective communications skill - Ability to plan - Ability to delegate - Meet deadlines - Solve problems - Accept responsibility - Safety conscious - Manage budget - Manage projects - Good time management
Teaching Methodologies	Lectures, Discussion, Presentation, Self-directed Learning
CLO	CLO1 Prepare a proposal in demonstrating the strategic skills in overall event planning process (C3, MQF6) CLO2 Present an ideal event plan by incorporating teamwork, leadership and appropriate essential skills. (A2, MQF5) CLO3 Organize an art event, practically by reflecting professionalism, effectively and efficiently through guided learning process. (P4, MQF2)
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to events 1.1) Defining an event 1.2) Classifications & Categories of events	
2. Event Planning Process 2.1) Preparation 2.2) Detailed Planning 2.3) Post event 2.4) Proposal	
3. Destination and venue selection 3.1) Getting the right venue	
4. Developing the programme and content 4.1) Strategic consideration 4.2) Objectives 4.3) Event content	
5. Site planning and Logistic 5.1) Planning the site layout 5.2) Planning the safe event site 5.3) Risk assessment 5.4) Logistics planning (Pre event, during the event & post event)	
6. Building the event team – collaboration & relationships 6.1) Events complexity 6.2) Developing an operational events team	

7. Promotion and Publicity 7.1) Audience and message 7.2) Promotional tools 7.3) Social media for event promotion 7.4) Developing a promotional plan
8. Finances and procurement 8.1) Scoping a budget for an in-house core events team 8.2) Budgeting 8.3) Purchasing and procurement
9. Sponsorship 9.1) Proposal 9.2) Event sponsorship 9.3) Budgeting
10. Fundraising 10.1) What is fundraising 10.2) Fundraising event
11. Evaluating your event 11.1) The purpose of evaluation 11.2) Issues and Impact 11.3) Developing an evaluation plan
12. Risk management 12.1) What risk management? 12.2) Developing problem solution
13. Future-proofing your event 13.1) Creating bespoke events 13.2) Trend spotting
14. Conclusion 14.1) Review

Assessment Breakdown		%		
Continuous Assessment		100.00%		

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	30%	CLO1
	Assignment	Group Assignment	30%	CLO2
	Final Project	Event Portfolio	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Razaq Raj, Tahir Rashid, <i>Events Management</i>, 3rd Ed., SAGE Publications Ltd. USA [ISBN: 9781473948280] • Ruth Dowson, David Bassett 2015, <i>Event Planning and Management</i>, Kogan Page Limited [ISBN: 9780749471392]
	Reference Book Resources	<ul style="list-style-type: none"> • Charles Bladen, James Kennell, Emma Abson, Nick Wilde 2017, <i>Events Management</i>, Routledge (US) New York [ISBN: 9781138907058] • Alex Genadinik 2015, <i>Event Planning: Management and Marketing for Successful Events</i>, Createspace Independent Publishing Platform [ISBN: 9781519178206] • Leo Rask, <i>Events Management</i> [ISBN: 9781681174266] • Jayne Finn 2017, <i>The Kiss Theory</i>, Createspace Independent Publishing Platform [ISBN: 9781522704386]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	